LEO BURNETT U.S.A.
Ad No. [illegible]—Req. No. [illegible]—Page—4/c—10 x 12½—Newspaper Supplements, 1974 (C)
Printed in U.S.A.

Parliament. The recessed filter cigarette.

It works like a cigarette holder works.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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